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09/658,632In the Claims:

1. (presently amended) A method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communication network interconnecting said web site, ad web site and said remote terminal, said method comprising the following steps:

processing a request of one or more web pages from said web site;

receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal;

retaining in computer storage said one or more ads associated with each of said one or more web pages displayed; and;

receiving a request to retrieve one or more previously displayed ads from said computer storage; and

retrieving and rendering said requested one or more ads wherein said ads retained in said computer storage are retrievable at said remote terminal, thereby enhancing the effectiveness of said on-line advertising.

2. (presently amended) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said ~~remote terminal is operatively connected to a browser, computer storage comprises a bookmark memory storing said received ads associated with web pages and an intelligent browser cache storing said displayed web pages and hyperlinks contained in said displayed web pages, at least said intelligent browser cache retained with said computer storage.~~

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3. (cancelled)

4. (cancelled)

5. (presently amended) A method for enhancing the effectiveness of on-line advertising, as per ~~claim 4~~ claim 2, wherein said bookmark memory is either permanently maintained or temporarily kept for a predetermined period of time.

6. (presently amended) A method for enhancing the effectiveness of on-line advertising, as per claim 2, wherein when a previously viewed web page stored in said cache is revisited as a new page, the differences between a said new page and a said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed at said remote terminal.

7. (presently amended) A method for enhancing the effectiveness of on-line advertising, as per ~~claim 1~~ claim 6, wherein said ads from said new page and said previously viewed web pages are displayed at said remote terminal in one or more windows separate from a window displaying said revisited new page.

8. (presently amended) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein when a previously viewed web page stored in said cache is revisited as a new page, said step of rendering said requested ads further comprising displaying previous position specific ads upon receiving a selection of a corresponding position of advertising in a presently displayed web said new page.

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9. (original) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said on-line advertising may be implemented locally or remotely on one or more computer-based systems, across networks or communication mediums.

10. (original) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said communication network comprises any of LANs, WANs, Internet or Web-based networks.

11. (presently amended) A system for retrieving previously viewed Internet web-advertising comprising:

a requestor terminal receiving one or more web pages from a remote web site;

said web pages including one or more ads retrieved from an ad web site associated with said web site, said ad web site comprising any of: an ad server, ad database and ad manager,

a display presenting said one or more web pages and one or more ads;

computer storage retaining said one or more retrieved ads and associated hyperlink information, and

wherein said system receives a request to retrieve one or more previously displayed ads from said computer storage; and said system retrieves and renders said requested one or more ads ~~wherein said retained ads are retrieved from said computer storage upon request and displayed at said requestor terminal.~~

12. (presently amended) A system for retrieving previously viewed web-advertising, as per claim 11, wherein said ~~system~~ computer storage further comprises ~~a browser~~, a smart browser

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cache storing said displayed web pages and hyperlinks associated with web pages and a bookmark memory, at least said smart browser cache retained with said computer storage storing said received ads associated with web pages.

C 13. (cancelled)

14. (original) A system for retrieving previously viewed web-advertising, as per claim 12, wherein said bookmark memory is permanently maintained or temporarily kept for a predefined period of time.

15. (original) A system for retrieving previously viewed web-advertising, as per claim 11, further comprising a comparator to determine differences between a new page and a previously viewed web page in terms of their associated hyperlinks.

16. (presently amended) A system for retrieving previously viewed web-advertising, as per ~~claim 11~~ claim 12, wherein when a previously viewed page stored in said cache is revisited as a new page, said ads from said new page and said previously viewed web page ~~is~~ are displayed at said requestor terminal in one or more windows.

17. (presently amended) A system for retrieving previously viewed web-advertising, as per ~~claim 11~~ claim 12, wherein when a previously viewed web page stored in said cache is revisited as a new page, said system ~~further comprising retrieving from said computer storage retrieves and displays~~ previous position specific ads upon receiving a selection of a corresponding position of advertising in a presently displayed web ~~said new page~~.

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18. (presently amended) A method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communication network interconnecting said web site, ad web site and said remote terminal, said method comprising the following steps:

processing a request of one or more web pages from said web site using browser software;

receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal;

retaining in browser cache said one or more ads associated with each of said one or more web pages displayed and maintaining information about hyperlinks contained in said web pages; and;

receiving a request to retrieve one or more previously displayed ads from said computer storage; and

retrieving and rendering said requested one or more ads wherein said ads retained in said browser cache are selectively retrievable at said remote terminal thereby enhancing the effectiveness of said on-line advertising.

19. (presently amended) A computer-based e-commerce method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communications network interconnecting said web site, ad web site and said remote terminal, wherein said method comprises a plurality of steps, one or more of said

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steps implemented locally or remotely across said communications network, said method comprising:

processing a request of one or more web pages from said web site;

receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal;

retaining in computer storage said one or more ads associated with each of said one or more web pages displayed; and;

receiving a request to retrieve one or more previously displayed ads from said computer storage; and

retrieving and rendering said requested one or more ads wherein said ads retained in said computer storage are selectively retrievable at said remote terminal, thereby enhancing the effectiveness of said on-line advertising.

20. (presently amended) A computer-based e-commerce method for enhancing the effectiveness of on-line advertising, as per claim 19, wherein when a previously viewed web page stored in said computer storage is revisited as a new page, further comprising determining differences between a said new page and a said previously viewed web page of the same URL are determined in terms of their associated hyperlinks, said differences representing new and previously viewed ads associated with said web page, and ads associated with said new page and said previously viewed web page are displayed at remote terminal.

21. (presently amended) A computer-based e-commerce method for enhancing the effectiveness of on-line advertising, as per claim 20, wherein said ads from said new page and said previously

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A1 | viewed web pages are displayed at said remote terminal in one or more windows separate from a window displaying said revisited new page.

22. (newly added) A computer-based e-commerce method for enhancing the effectiveness of on-line advertising, as per claim 19, wherein when a previously viewed web page is revisited as a new page, said step of rendering said requested ads further comprising displaying previous position specific ads upon receiving a selection of a corresponding position of advertising in said new page.

A2 | 23. (newly added) A method for enhancing the effectiveness of on-line advertising, as per claim 18, wherein when a previously viewed web page stored in said cache is revisited as a new page, differences between said new page and said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed at said remote terminal.

24. (newly added) A method for enhancing the effectiveness of on-line advertising, as per claim 23, wherein said ads from said new page and said previously viewed web page are displayed at said remote terminal in one or more windows separate from a window displaying said revisited new page.

25. (newly added) A method for enhancing the effectiveness of on-line advertising, as per claim 18, wherein when a previously viewed web page stored in said cache is revisited as a new page, said step of rendering said requested ads further comprising displaying previous position specific ads upon receiving a selection of a corresponding position of advertising in said new page.